

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant:	Scott Faber, et al	Examiner:	DANIEL LASTRA
Serial No.:	09/808,475	Group Art Unit:	3622
Filed:	March 13, 2001	Confirmation:	3558
Title:	APPARATUS AND METHOD FOR RECRUITING, COMMUNICATING WITH, AND PAYING PARTICIPANTS OF INTERACTIVE ADVERTISING		

RESPONSE TO OFFICE ACTION

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

In response to the Office Action mailed October 23, 2007, please kindly enter the following amendments and consider the following remarks/arguments:

Amendments to the Claims are reflected in the list of claims that begins on page 2 of this paper; and

Remarks/Arguments begin on page 11 of this paper.